PRESS RELEASE

Rutronik and GigaDevice sign franchise agreement: Comprehensive embedded solutions portfolio now available across EMEA and Southeast Asia

Rutronik and GigaDevice enter a strategic partnership. Customers gain access to a broad portfolio of microcontrollers, sensors, and power management solutions.

(Image - from left to right: Reza Maghdounieh / Rutronik – Vice President Product Marketing Semiconductors, Dirk Finstel / Rutronik – Chief Sales Officer, Andreas Wemmer / GigaDevice – Sales Director EMEA, Jennifer Zhao / GigaDevice – Chief Executive Officer, Fabian Plentz / Rutronik – Chief Operating Officer, Dr. Rainer Jumpertz / GigaDevice – Vice President and General Manager EMEA, Markus Krieg / Rutronik – Chief Marketing Officer)

Ispringen, August 31, 2026 – Rutronik Elektronische Bauelemente GmbH continues to expand its embedded solutions offerings through a new franchise agreement with GigaDevice Semiconductor Inc. The partnership covers EMEA and Southeast Asia, including India. It encompasses GigaDevice's complete portfolio of microcontrollers, sensors, and power management ICs.

Through this collaboration, Rutronik adds one of the world's leading fabless semiconductor companies to its line card. GigaDevice is a leading global supplier of high-performance microcontrollers and develops and produces innovative solutions for industrial, automotive, energy, communications, consumer electronics, and IoT applications.

Wide range of MCUs for every performance class

A key focus of the partnership is GigaDevice's GD32® microcontroller family. This product line is based

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on Arm® Cortex®-M and RISC-V architectures. With its entry-level, mainstream and high-performance series, the range covers a broad spectrum, from cost-effective standard applications to computationally intensive embedded systems.

A key advantage of the GD32 platform is its end-to-end scalability. Depending on the application, developers can choose from entry-level MCUs for cost-effective standard tasks, mainstream variants for balanced performance and peripheral requirements, or high-performance MCUs for computationally intensive real-time applications. The portfolio is complemented by a comprehensive range of software and hardware, including development tools, evaluation boards, software development kits (SDKs), real-time operating system (RTOS) support, and security solutions.

Meeting Growing Demands for Performance and Security of Supply

There is a steady growth in the demand for high-performance microcontrollers for entry-level, mainstream and high-performance applications. This growth is driven primarily by industrial digitalization, edge AI applications, smart grids, modern automotive electronics, and energy-efficient IoT systems. At the same time, issues such as cybersecurity, functional safety, long-term product availability, and resilient supply chains are increasingly coming into focus.

Thanks to its extensive product range, advanced manufacturing expertise and global supply network, GigaDevice is well positioned to fulfill these requirements. This creates additional opportunities for Rutronik's customers to develop future-proof embedded systems for use in industrial applications, smart metering, e-mobility, energy storage, charging infrastructure, robotics, building automation, and connected Internet of Things (IoT) and edge artificial intelligence (AI) solutions.

"By partnering with GigaDevice, we are expanding our portfolio to include a manufacturer that offers microcontrollers, and increasingly, sensor and analog solutions across an exceptionally broad platform," explains Dirk Finstel, Rutronik's Chief Sales Officer. "The combination of high-performance GD32 microcontrollers, a reliable supply, and a comprehensive development ecosystem provides our customers with attractive opportunities to efficiently and successfully implement their embedded projects in the long term."

Dr. Reiner Jumpertz, GigaDevice's Vice President and General Manager EMEA at, also emphasizes the value of the collaboration: "Rutronik's strong market presence, technical expertise, and close customer engagement across Europe make them an excellent strategic partner for GigaDevice. Together, we aim to provide customers with broader access to high-performance MCU solutions, strengthened local support, and a more resilient supply chain for industrial and automotive applications."

About GigaDevice

GigaDevice Semiconductor Inc. is a global leading fabless supplier. Since its founding in April 2005, the company has continuously expanded its international presence, establishing its global headquarters in Singapore in 2025. Today, GigaDevice has branch offices in many countries and regions, providing localized support. GigaDevice is committed to building a complete ecosystem with major product lines –

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Flash memory, MCU, sensor and analog – as the core driving force. The company provides a wide range of solutions and services in the fields of industrial, automotive, computing, consumer electronics, IoT, mobile, networking and communications. GigaDevice has received the ISO 26262:2018 automotive functional safety ASIL D certification, IEC 61508 functional safety product certification, and ISO9001, ISO14001, ISO45001, and Duns certifications. In a constant quest to expand its technological offerings to customers, GigaDevice has also formed strategic alliances with leading foundries, assembly plants, and test facilities to streamline supply chain management.

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ABOUT RUTRONIK

Rutronik Elektronische Bauelemente GmbH was founded in 1973 and for more than five decades the independent family-owned company based in Ispringen (Germany) stands for sustainable growth with a focus on high-growth future markets. In the fiscal year 2025, its around 1,500 employees generated sales of around 1 billion euros, serving more than 40,000 customers.

With more than 80 offices worldwide and logistics centers in Austin (Texas), Shanghai, Singapore, and Hong Kong, Rutronik ensures comprehensive customer support in Europe, Asia, and North America. The company focuses on high-growth future markets that will shape the world of electronics tomorrow. These are Advanced Materials, Advanced Measurement, Processing & Analytics, Advanced Robotics, Automation, Biotechnology, Energy & Power, Future Mobility, IIoT & Internet of Everything, Industry 4.0, Medical & Healthcare, and Transportation, Logistics & Supply Chain.

To serve customers in these future markets, the RUTRONIK AUTOMOTIVE, RUTRONIK EMBEDDED, RUTRONIK IT ELECTRONICS, RUTRONIK POWER, RUTRONIK SMART, and RUTRONIK SYSTEM SOLUTIONS initiatives bundle expertise, specific product portfolios, and consultancy support. In this regard, Rutronik relies on customized solutions that are tailored to the respective needs. The services range from competent technical support in product development and Design-Ins, through the diverse product portfolio of leading manufacturers, to the company's software and hardware solutions with partly patented Rutronik IP.

Customized logistics systems, reliable supply chain management, and logistics centers worldwide ensure on-time delivery. The Rutronik24 e-commerce platform completes Rutronik's range of services.

Further information is available at www.rutronik.com. The new company video also provides exclusive insights into the history and development of Rutronik.